

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KUTV-TV Salt Lake City-Ogden	Date: 8/30/2012
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I, Media Strategies and Research,
 being on behalf of: Jim Matheson, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Congress
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, September 04, 2012			Sunday, September 09, 2012		

Total Charges: \$27,965.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, August 30, 2012

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL SPECIALIST

Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1365962

Schedule Dates

09/04/12-09/09/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

September 4 through September 9 (470928)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

11756

CPE

Local/Political Candidate Agency BRD

Account Types

Standard

Billing Type

Comments

Date Entered

08/30/12

Last Modified

08/30/12

Entered By

Charityce Diehl

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$4,194.75

Net Total

\$23,770.25

Sales Tax

Salt Lake City (KUTV)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

37

Rate

\$27,965.00

Spots

37

Rate

\$27,965.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/05/12-09/05/12	1	:30	5A- News-2 News This Morning 5a				1					1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/30/12
2.0	Normal Line / News	09/07/12-09/07/12	1	:30	5:30A- News-2 News This Morning 530a					1				1	\$350.00	\$350.00	Salt Lake City (KUTV)		8/30/12
3.0	Normal Line / News	09/04/12-09/06/12	1	:30	5:30A- News-2 News This Morning 530a			1		1				2	\$350.00	\$700.00	Salt Lake City (KUTV)		8/30/12
4.0	Normal Line / News	09/07/12-09/07/12	5	:30	6A- 8A (MST)					1				1	\$250.00	\$250.00	Salt Lake City (KUTV)		8/30/12
5.0	Normal Line / News	09/05/12-09/05/12	1	:30	6A- 8A (MST)				1					1	\$900.00	\$900.00	Salt Lake City (KUTV)		8/30/12
6.0	Normal Line / SPOT	09/07/12-09/07/12	5	:30	8A- CBS-This Morning (New Title)					1				1	\$115.00	\$115.00	Salt Lake City (KUTV)		8/30/12
7.0	Normal Line / SPOT	09/04/12-09/06/12	1	:30	8A- CBS-This Morning (New Title)			1	1	1				3	\$400.00	\$1,200.00	Salt Lake City (KUTV)		8/30/12
8.0	Normal Line / SPOT	09/09/12-09/09/12	5	:30	8A- CBS-News Sunday Morning								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/30/12
9.0	Normal Line / News	09/04/12-09/04/12	1	:30	12P- News-2 News at Noon				1					1	\$500.00	\$500.00	Salt Lake City (KUTV)		8/30/12
10.0	Normal Line / SPOT	09/06/12-09/06/12	1	:30	1P- News-Fresh Living					1				1	\$300.00	\$300.00	Salt Lake City (KUTV)		8/30/12
11.0	Normal Line / SPOT	09/05/12-09/05/12	1	:30	3:30P- Family Feud				1					1	\$200.00	\$200.00	Salt Lake City (KUTV)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

KH

8/30/12

PAYMENT RECEIVED



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1365962

Schedule Dates 09/04/12-09/09/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand September 4 through September 9 (470928)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax 11756
CPE 11756
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 08/30/12
Last Modified 08/30/12
Entered By Chantylce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,194.75
Net Total \$23,770.25
Sales Tax

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Sep. 2012	37	\$27,965.00
Grand Total:	37	\$27,965.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News	09/04/12-09/06/12	1	:30	4p- News-2 News at 4p			1		1				2	\$600.00	\$1,200.00	Salt Lake City (KUTV)		8/30/12
13.0	Normal Line / News	09/07/12-09/07/12	5	:30	4p- News-2 News at 4p						1			1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/30/12
14.0	Normal Line / News	09/04/12-09/06/12	1	:30	4:30p- News-2 News at 430p			1		1				3	\$700.00	\$2,100.00	Salt Lake City (KUTV)		8/30/12
15.0	Normal Line / News	09/07/12-09/07/12	5	:30	4:30p- News-2 News at 430p						1			1	\$150.00	\$150.00	Salt Lake City (KUTV)		8/30/12
16.0	Normal Line / News	09/07/12-09/07/12	5	:30	5p- News-2 News at 5p						1			1	\$360.00	\$360.00	Salt Lake City (KUTV)		8/30/12
17.0	Normal Line / News	09/04/12-09/06/12	1	:30	5p- News-2 News at 5p			1		1				3	\$1,300.00	\$3,900.00	Salt Lake City (KUTV)		8/30/12
18.0	Normal Line / News	09/07/12-09/07/12	1	:30	6p- News-2 News at 6p						1			1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		8/30/12
19.0	Normal Line / News	09/05/12-09/06/12	1	:30	6p- News-2 News at 6p				1	1				2	\$1,300.00	\$2,600.00	Salt Lake City (KUTV)		8/30/12
20.0	Normal Line / News	09/08/12-09/08/12	5	:30	5p- News-2 News at 5p						1			1	\$180.00	\$180.00	Salt Lake City (KUTV)		8/30/12
21.0	Normal Line / News	09/09/12-09/09/12	5	:30	5p- News-2 News at 5p							1		1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/30/12
22.0	Normal Line / Prime	09/09/12-09/09/12	3	:30	8p- CBS-The Good Wife (Sunday)								1	1	\$1,300.00	\$1,300.00	Salt Lake City (KUTV)		8/30/12
23.0	Normal Line / News	09/07/12-09/07/12	5	:30	10p- News-2 News at 10p						1			1	\$1,100.00	\$1,100.00	Salt Lake City (KUTV)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1365962

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Agency Media Strategies & Research-Denver (1374)
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Brand September 4 through September 9 (470928)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax 11756
CPE 11756
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Billing Type Standard
Comments

Date Entered 08/30/12
Last Modified 08/30/12
Entered By Chantyce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,194.75
Net Total \$23,770.25
Sales Tax

Salt Lake City (KUTV)		Rate
By Broadcast Month	Spots	
Sep. 2012	37	\$27,965.00
Grand Total:	37	\$27,965.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.0	Normal Line / News	09/04/12-09/06/12	1	:30	10P- News-2 News at 10p			1	1	1				3	\$2,500.00	\$7,500.00	Salt Lake City (KUTV)		8/30/12
25.0	Normal Line / News	09/08/12-09/08/12	5	:30	10P- News-2 News at 10p							1		1	\$400.00	\$400.00	Salt Lake City (KUTV)		8/30/12
26.0	Normal Line / News	09/09/12-09/09/12	5	:30	10P- News-2 News at 10p								1	1	\$850.00	\$850.00	Salt Lake City (KUTV)		8/30/12

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

Contact: Kristen Henderson
Email: KHenderson@kutv2.com

Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Sep 04	Wed Sep 05	Thu Sep 06	Fri Sep 07	Sat Sep 08	Sun Sep 09	Total
KUTV 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$225.00 \$225.00		1					1
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$350.00 \$700.00	1		1				2
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$350.00 \$350.00				1			1
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F 30	\$250.00 \$250.00				1			1
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F 30	\$900.00 \$900.00		1					1
CBS This Morning 8:00 AM 9:00 AM	EM	M-F 30	\$115.00 \$115.00				1			1
CBS This Morning 8:00 AM 9:00 AM	EM	M-F 30	\$400.00 \$1,200.00	1	1	1				3
CBS Sunday Morn 8:00 AM 9:30 AM	EM	Su 30	\$225.00 \$225.00						1	1
KUTV Noon News 12:00 PM 1:00 PM	DT	M-F 30	\$500.00 \$500.00	1						1
Fresh Living 1:00 PM 1:30 PM	DT	M-F 30	\$300.00 \$300.00			1				1
Family Feud 3:30 PM 4:00 PM	EF	M-F 30	\$200.00 \$200.00		1					1
KUTV 4p News 4:00 PM 4:30 PM	EN	M-F 30	\$600.00 \$1,200.00	1		1				2

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/30/2012 2:31:34 PM

KUTV-TV

Page 1 of 3

suzannel@mediastrategies.com



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

Contact: Kristen Henderson
Email: KHenderson@kutv2.com

Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KUTV 4p News	EN	M-F		\$135.00				1			1
4:00 PM 4:30 PM			30	\$135.00							
KUTV 4:30p News	EN	M-F		\$700.00	1	1	1				3
4:30 PM 5:00 PM			30	\$2,100.00							
KUTV 4:30p News	EN	M-F		\$150.00				1			1
4:30 PM 5:00 PM			30	\$150.00							
KUTV 5p News	EN	M-F		\$360.00				1			1
5:00 PM 5:30 PM			30	\$360.00							
KUTV 5p News	EN	M-F		\$1,300.00	1	1	1				3
5:00 PM 5:30 PM			30	\$3,900.00							
KUTV 6p News	EN	M-F		\$1,000.00				1			1
6:00 PM 6:30 PM			30	\$1,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 6p News	EN	M-F		\$1,300.00		1	1				2
6:00 PM 6:30 PM			30	\$2,600.00							
Saturday 5p News	EN	Sa		\$180.00					1		1
5:00 PM 6:00 PM			30	\$180.00							
Sunday 5p News	EN	Su		\$225.00						1	1
5:00 PM 6:00 PM			30	\$225.00							
The Good Wife	PT	Su		\$1,300.00						1	1
8:00 PM 9:00 PM			30	\$1,300.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 10p News	LN	M-F		\$1,100.00				1			1
10:00 PM 10:35 PM			30	\$1,100.00							
KUTV 10p News	LN	M-F		\$2,500.00	1	1	1				3
10:00 PM 10:35 PM			30	\$7,500.00							

Suzanne Collins

Media Strategies and Research

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KUTV-TV

Page 2 of 3

suzannel@mediastrategies.com



Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

Contact: Kristen Henderson
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Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Sep 04	Wed Sep 05	Thu Sep 06	Fri Sep 07	Sat Sep 08	Sun Sep 09	Total
Saturday 10p News 10:00 PM 10:35 PM	LN	Sa 30	\$400.00 \$400.00					1		1
Sunday 10p News 10:00 PM 10:35 PM	LN	Su 30	\$850.00 \$850.00						1	1
Station Gross Totals			\$27,965.00	7	8	8	8	2	4	37

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 8/30/2012 2:31:34 PM

KUTV-TV

Page 3 of 3



Station Order

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

Contact: Kristen Henderson

Phone: 801-973-3000

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

NON-WINDOW RATES ——— X

LUR CANDIDATE RATES EFFECTIVE 9/7

			Tue	Wed	Thu	Fri	Sat	Sun	Total
			Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Length	04	05	06	07	08	09	
KUTV 5a News	EM	M-F	\$80.00		1	1			2
5:00 AM 5:30 AM		30	\$160.00	\$225		OK			
KUTV 5:30a News	EM	M-F	\$135.00	1	1				2
5:30 AM 6:00 AM		30	\$270.00	\$350					
KUTV 6a News	EM	M-F	\$250.00	1	1	1			4
6:00 AM 8:00 AM		30	\$1,000.00	\$700		OK			
CBS This Morning	EM	M-F	\$115.00	1	1	1			4
8:00 AM 9:00 AM		30	\$460.00	\$400		OK			
CBS Sunday Morn	EM	Su	\$225.00					1	1
8:00 AM 9:30 AM		30	\$225.00					OK	
Price is Right	DT	M-F	\$250.00		1				1
9:00 AM 10:00 AM		30	\$250.00	\$1000					
Lets Make a Deal	DT	M-F	\$110.00	\$400		1			1
11:00 AM 12:00 PM		30	\$110.00						
US OPEN AIRS 10:30A-4P ON 9/7									
KUTV Noon News	DT	M-F	\$120.00		1				1
12:00 PM 1:00 PM		30	\$120.00	\$500					
Fresh Living	DT	M-F	\$70.00	\$300	1				1
1:00 PM 1:30 PM		30	\$70.00						
The Talk	DT	M-F	\$150.00	\$700	1				1
2:00 PM 3:00 PM		30	\$150.00						
Ricki Lake	EF	M-F	\$200.00	1	1	1			3
3:00 PM 4:00 PM		30	\$600.00						
PROGRAM DOES NOT AIR UNTIL 9/10 (FAMILY FEUD/INSIDE EDITION AIRS)									
KUTV 4p News	EN	M-F	\$135.00	1	1	1			4
4:00 PM 4:30 PM		30	\$540.00	\$600		OK			

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 3:08:49 PM

KUTV-TV

Page 1 of 2

suzannel@mediastراتيجies.com



Station Order

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

Contact: Kristen Henderson

Phone: 801-973-3000

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

NON-WINDOW RATES

LWR CANDIDATE RATES EFFECTIVE 9/7

Program Name	DP	Length	Days	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KUTV 4:30p News	EN	M-F		\$150.00	1	1	1	1			4
4:30 PM 5:00 PM		30		\$600.00	\$700			OK			
KUTV 5p News	EN	M-F		\$360.00	1	1	1	1			4
5:00 PM 5:30 PM		30		\$1,440.00	\$1360			OK			
KUTV 6p News	EN	M-F		\$360.00	1	1	1	1			4
6:00 PM 6:30 PM		30		\$1,440.00	\$1300			\$1000			
Ent Tonight	PA	M-F		\$425.00		1					1
6:30 PM 7:00 PM		30		\$425.00	\$1750						
60 Minutes	PT	Su		\$700.00						1	1
6:00 PM 7:00 PM		30		\$700.00						\$1750	
KUTV 10p News	LN	M-F		\$1,100.00	1	1	1	1			4
10:00 PM 10:35 PM		30		\$4,400.00	\$2500			OK			
Saturday 10p News	LN	Sa		\$600.00					1		1
10:00 PM 10:35 PM		30		\$600.00					\$400		
Sunday 10p News	LN	Su		\$850.00						1	1
10:00 PM 10:35 PM		30		\$850.00					OK		
Letterman	LF	M-F		\$275.00			1				1
10:35 PM 11:35 PM		30		\$275.00	\$1000						
Station Gross Totals				\$14,685.00	10	11	11	10	1	3	46

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 3:08:49 PM

KUTV-TV

Page 2 of 2

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